A M E N D M E N T

Please amend the above-identified application as follows:

IN THE CLAIMS:

Please **CANCEL** Claims 13-14, 33-34, 56-57, and 80-81 without prejudice.

Please **ADD** new Claims 90-108 as follows:

--90. A method for determining a discount, the method comprising:

receiving a customer identifier that indicates a customer;

determining a previous purchase associated with the customer and a time of the previous purchase;

determining a first discount associated with the customer and a time of the first discount;

determining a current time; and

determining a second discount based on the time of the first discount and the time of the previous purchase.

91.   A method for determining a discount, the method comprising:
        receiving a customer identifier that indicates a customer;
        determining a previous purchase associated with the customer and a time of the previous purchase;
        determining a first discount associated with the customer and a time of the first discount;
        determining a current time; and
        determining, on a data processing device, a second discount based on the time of the first discount and the time of the previous purchase.

92.   The method of claim 91, further comprising: applying the second discount to a current transaction associated with the customer.

93.   The method of claim 91, further comprising: applying the second discount to a future transaction associated with the customer.

94.   The method of claim 91, in which determining a second discount further is based on the first discount.

95.   The method of claim 94, in which determining a second discount further is based on a predefined value.

96.   The method of claim 91, further comprising:
        determining a first difference between the current time and the time of the previous purchase; and
        determining a second difference between the current time and the time of the first discount, and
        in which determining a second discount further is based on whether the first difference is less than a predetermined minimum transaction period and whether the second difference is greater than a predetermined discount adjustment period.

97.   A method for determining a discount, the method comprising:

receiving a customer identifier that indicates a customer;

determining a previous purchase associated with the customer and a time of the previous purchase;

determining a first discount associated with the customer and a time of the first discount;

determining a current time;

determining a second discount based on the time of the first discount and the time of the previous purchase; and

exchanging at least one item for a payment amount that is based on the second discount.

98.   A method for determining a discount, the method comprising:

receiving a customer identifier that indicates a customer;

determining a previous purchase associated with the customer and a time of the previous purchase;

determining a first discount associated with the customer and a time of the first discount;

determining a current transaction associated with the customer and a time of the current transaction;

determining a first difference between the time of the current transaction and the time of the previous purchase;

determining a second difference between the time of the current transaction and the time of the first discount; and

determining a second discount based on whether the first difference is less than a predetermined minimum transaction period and whether the second difference is greater than a predetermined discount adjustment period.

99. A method for determining a discount, the method comprising:

receiving a customer identifier that indicates a customer;

determining a previous purchase associated with the customer and a time of the previous purchase;

determining a first discount associated with the customer and a time of the first discount;

determining a current transaction associated with the customer and a time of the current transaction;

determining a first difference between the time of the current transaction and the time of the previous purchase;

determining a second difference between the time of the current transaction and the time of the first discount; and

determining, on a data processing device, a second discount based on whether the first difference is less than a predetermined minimum transaction period and whether the second difference is greater than a predetermined discount adjustment period.

100. The method of claim 99, further comprising: applying the second discount to the current transaction.

101. The method of claim 99, further comprising: applying the second discount to a future transaction associated with the customer.

102. The method of claim 99, in which determining a second discount further is based on the first discount.

103. The method of claim 99, in which determining a second discount further is based on a predefined value.

104. The method of claim 103, in which determining a second discount further is based on increasing the first discount by the predefined value.

105. The method of claim 99, in which determining a second discount further comprises: increasing the first discount by a predefined value, if the first difference is less than the predetermined minimum transaction period and the second difference is greater than the predetermined discount adjustment period.

106. The method of claim 99, in which determining a second discount further comprises: decreasing the second discount by a predefined value, if the first difference is not less than the predetermined minimum transaction period.

107. The method of claim 99, in which determining a second discount further comprises: setting the second discount equal to the first discount, if the first difference is less than the predetermined minimum transaction period and the second difference is not greater than the predetermined discount adjustment period.

68. A method for determining a discount, the method comprising:

receiving a customer identifier that indicates a customer;

determining a previous purchase associated with the customer and a time of the previous purchase;

determining a first discount associated with the customer and a time of the first discount;

determining a current transaction associated with the customer and a time of the current transaction;

determining a first difference between the time of the current transaction and the time of the previous purchase;

determining a second difference between the time of the current transaction and the time of the first discount;

determining a second discount based on whether the first difference is less than a predetermined minimum transaction period and whether the second difference is greater than a predetermined discount adjustment period; and

exchanging at least one item for a payment amount that is based on the second discount.--